

MAY 09 2008

FACSIMILE COVER SHEET

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To: **U.S. Patent and Trademark Office**

Facsimile No.: **(571) 273-8300**

From: **John C. Pokotylo, Esq.**

Date: **May 8, 2008**

Number of Pages Including Cover: **14**

MESSAGE: **FORMAL SUBMISSION OF:**

- 1) Transmittal (1 pg.);
- 2) Fee transmittal (1 pg.)
(in duplicate); and
- 3) Election with Amendment (10 pgs.).

Attorney Docket No.: Google-48 (GP-083-00-US)

Appl. No.: 10/721,010

Applicants: Ross KONINGSTEIN, et al.

Filed: November 24, 2003

Title: USING CONCEPTS FOR AD TARGETING

TC/A.U.: 4115

Examiner: William A. Brandenberg

CERTIFICATE OF FACSIMILE TRANSMISSION

I hereby certify that this paper (and any accompanying paper(s)) is being facsimile transmitted to the United States Patents and Trademark Office on the date shown below.

John C. Pokotylo

Type or print name of person signing certification

John C. Pokotylo
Signature

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Modified PTO/SB/21 (08-00)

Approved for use through 10/31/2002. OMB 0851-0031

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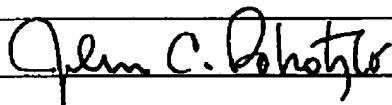
(to be used for all correspondence after initial filing)

	Application Number	10/721,010
	Filing Date	November 24, 2003
	First Named Inventor	Ross KONINGSTEIN
	Group Art Unit	4115
	Examiner Name	William A. Brandenberg
Total Number of Pages in This Submission		Attorney Docket Number
		Google-48 (GP-083-00-US)

ENCLOSURES (check all that apply)

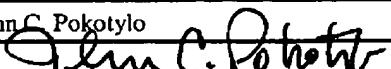
<input checked="" type="checkbox"/> Fee Transmittal Form <input type="checkbox"/> Fee Attached <input checked="" type="checkbox"/> Amendment / Reply <input type="checkbox"/> After Final <input type="checkbox"/> Affidavits/declaration(s) <input type="checkbox"/> Extension of Time Request <input type="checkbox"/> Express Abandonment Request <input type="checkbox"/> Information Disclosure Statement <input type="checkbox"/> Certified Copy of Priority Document(s) <input type="checkbox"/> Response to Missing Parts/ Incomplete Application <input type="checkbox"/> Response to Missing Parts under 37 CFR 1.52 or 1.53	<input type="checkbox"/> Assignment Papers (for an Application) <input type="checkbox"/> Drawing(s) <input type="checkbox"/> Licensing-related Papers <input type="checkbox"/> Petition <input type="checkbox"/> Petition to Convert to a Provisional Application <input type="checkbox"/> Power of Attorney, Revocation Change of Correspondence Address <input type="checkbox"/> Terminal Disclaimer <input type="checkbox"/> Request for Refund <input type="checkbox"/> CD, Number of CD(s) _____	<input type="checkbox"/> After Allowance Communication to Group <input type="checkbox"/> Appeal Communication to Board of Appeals and Interferences <input type="checkbox"/> Appeal Communication to Group (Appeal Notice, Brief, Reply Brief) <input type="checkbox"/> Proprietary Information <input type="checkbox"/> Status Letter <input type="checkbox"/> Postcard Receipt <input type="checkbox"/> Other Enclosure(s) (please Identify below):
Remarks		

SIGNATURE OF APPLICANT, ATTORNEY, OR AGENT

Firm or Individual name	John C. Pokotylo (Reg. No. 36,242)
Signature	
Date	May 8, 2008

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Modified PTO/SB/17 (01-03)
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FEE TRANSMITTAL for FY 2007

Effective 09/30/2007. Patent fees are subject to annual revision.

 Applicant claims small entity status. See 37 CFR 1.27

TOTAL AMOUNT OF PAYMENT (\$ 0.00)

Complete If Known

Application Number	10/721,010
Filing Date	November 24, 2003
First Named Inventor	Ross KONINGSTEIN
Examiner Name	William A. Brandenberg
Art Unit	4115
Attorney Docket No.	Google-48 (GP-083-00-US)

METHOD OF PAYMENT (check all that apply)

<input type="checkbox"/> Check	<input type="checkbox"/> Credit card	<input type="checkbox"/> Money Order	<input type="checkbox"/> Other	<input type="checkbox"/> None
<input checked="" type="checkbox"/> Deposit Account:				
Deposit Account Number 50-1049				
Deposit Account Name Straub & Pokotylo.				

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FEE CALCULATION

1. BASIC FILING, SEARCH & EXAMINATION FEES

Large Entity	Small Entity	Fee	Fee Description	Fee Paid
(\\$)	(\\$)	(\\$)		
1030	515	Utility fee		
440	220	Design fee		
680	340	Plant fee		
1440	720	Reissue fee		
210	105	Provisional fee		
SUBTOTAL (1)		(\$ 0.00)		

2. EXTRA CLAIM FEES FOR UTILITY AND REISSUE

Total Claims	-20** =	X	=	Fee from below	Fee Paid
Independent Claims	-20** =	X	=		
Multiple Dependent	-3** =	X	=		

Large Entity	Small Entity	Fee	Fee Description	Fee Paid
Fee Code (\$)	Fee Code (\$)	(\\$)		
1202 50	2202 25	Claims in excess of 20		
1201 210	2201 105	Independent claims in excess of 3		
1203 370	2203 185	Multiple dependent claim, if not paid		
1204 210	2204 105	**Reissue independent claims over original patent		
1205 50	2205 25	**Reissue claims in excess of 20 and over original patent		
SUBTOTAL (2)		(\$ 0.00)		

**or number previously paid, if greater. For Reissues, see above

3. ADDITIONAL FEES

Large Entity	Small Entity	Fee	Fee Description	Fee Paid
Code (\$)	Code (\$)	(\\$)		
1051 130	2051 65	Surcharge - late filing fee or oath		
1052 50	2052 25	Surcharge - late provisional filing fee or cover sheet		
1053 130	1053 130	Non-English specification		
1812 2,520	1812 2,520	For filing a request for ex parte reexamination		
1804 920*	1804 920*	Requesting publication of SIR prior to Examiner action		
1805 1,840*	1805 1,840*	Requesting publication of SIR after Examiner action		
1251 120	2251 60	Extension for reply within first month		
1252 480	2252 230	Extension for reply within second month		
1253 1,050	2253 525	Extension for reply within third month		
1254 1,640	2254 820	Extension for reply within fourth month		
1255 2,230	2255 1,115	Extension for reply within fifth month		
1401 510	2401 255	Notice of Appeal		
1402 510	2402 255	Filing a brief in support of an appeal		
1403 1,030	2403 515	Request for oral hearing		
1451 1,510	1451 1,510	Petition to institute a public use proceeding		
1452 510	2452 255	Petition to revive - unavoidable		
1453 1,540	2453 770	Petition to revive - unintentional		
1501 1,440	2501 720	Utility issue fee (or reissue)		
1502 820	2502 410	Design issue fee		
1503 1,130	2503 565	Plant issue fee		
Petitions to the Commissioner - check fee sheet				
1807 50	1807 50	Processing fee under 37 CFR 1.17(c)		
1806 180	1806 180	Submission of Information Disclosure Stmt		
8021 40	8021 40	Recording each patent assignment per property (times number of properties)		
1809 810	2809 405	Filing a submission after final rejection (37 CFR 1.129(a))		
1810 810	2810 405	For each additional invention to be examined (37 CFR 1.129(b))		
1801 810	2801 405	Request for Continued Examination (RCE)		
1802 900	1802 900	Request for expedited examination of a design application		
Other fee (specify)				
* Reduced by Basic Filing Fee Paid				
SUBTOTAL (3) (\$ 0.00)				

(Complete if applicable)

Name (Print/Type)	John C. Pokotylo	Registration No. (Attorney/Agent)	36,242	Telephone	(732) 936-1400
Signature			Date	May 8, 2008	

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This collection of information is required by 37 CFR 1.17 and 1.27. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 12 minutes to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, Washington, DC 20231.

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Examiner Name	William A. Brandenberg
Art Unit	4115
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 Check Credit card Money Order Other None
 Deposit Account:

Deposit Account Number	50-1049
Deposit Account Name	Straub & Pokotylo

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Other fee (specify)

* Reduced by Basic Filing Fee Paid

SUBTOTAL (3) (\$ 0.00)

SUBMITTED BY

(Complete if applicable)

Name (Print/Type)	John C. Pokotylo	Registration No. (Attorney/Agent)	36,242	Telephone	(732) 936-1400
Signature			Date	May 8, 2008	

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IN THE UNITED STATES
PATENT AND TRADEMARK OFFICE

Attorney Docket No.: **Google-48 (GP-083-00-US)**

Applicants: **Ross KONINGSTEIN, et al.**

Serial No.: **10/721,010**

Filing Date: **November 24, 2003**

Title: **USING CONCEPTS FOR AD TARGETING**

Examiner: **William A. Brandenberg**

Group Art Unit: **4115**

Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

S I R:

ELECTION WITH AMENDMENT

In response to the Election/Restrictions mailed on April 8, 2008, (Paper No. 20080402), which set a period for response to expire on May 8, 2008, please amend the above-identified application as follows:

Amendments to the Claims are reflected in the listing of claims which begins on page 2 of this paper.

Remarks/Arguments begin on page 10 of this paper.